A Study of Consumer Behavior regarding online shopping of (apparel) in Delhi NCR.

A Synopsis

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Introduction:

Electronic commerce has become an important characteristic in the Internet Era. Electronic commerce has brought a change in our modern society. More than 8 million people shop online in India. In online shopping, consumers also get necessary commodities, jewelry, shoes, slippers, apparel and other necessities for themselves. This sector is growing at a very fast pace. Many opportunities are also being seen in the business of online shoes, slippers, household essentials and apparel. An online market place like

Amazon , AJIO , Nykaa , flipcart , urbanic , shopsy, shein , club factory , Meesho , Myntra, snap deal, are converting more and more into a digital shopper. The attractive discounts offered by online sellers and the prices offered by them attract consumers and they buy their goods online. Online shopping behavior: online shopping behavior is the process by which consumers search for, identify, select, purchase, use and dispose of the commodity, goods and services, over the internet.

Online shopping is a process by which consumers buy products online through social networking sites, which means from a seller in real time. The sale and purchase of products are directly through electronic devices.

An online shopping consists of various online shops like e-store, web shop, and online store, virtual store, which evokes the physical analogy of buying products or services. This process is called business to consumer. These are Amazon kind of companies. When a business buys from another business then it is a business to business shopping. Online marketplaces can be named as e bay and Amazon significantly.

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as premium content on a website but mostly electronic involves the transportation of physical items in some way. Online retailers are sometimes known as e-retailers and online retail is sometimes known as e-tail.

People's motives for choosing online shopping are because of numerous variables in which many are unrelated to actual buying behavior. Shopping experience is aimed at obtaining needed goods and services as well as hedonic rewards. The modern consumers are so much different than of traditional ones including the impact in factors of personal and social.

Consumer behavior research is scientific study of the process consumers select, secure, use and dispose products and services that they bring on their likes and wants. The demographic pattern can vary from different aspects as age, gender, profile, or occupation accordingly the purchase behavior may differ from each person. Knowledge of the consumers differ which also actually effects the market strategy. This is because mainly of the marketing concept. This idea refers; the markets actually operate to satisfy the needs and wants. Various decision-making levels are differed according to the behavior models. Influencers act as amplifiers who can reach consumers that are beyond the brand's owned media channels. They use creative and innovative methods in order to attract consumers and providing them the shape and the purpose of the message. Fashion and apparel industries have taken a huge influence on online marketing nowadays than other industries and this is quite a big development in the industry.

About online business models:

There are various types of business models:

1**. Business to business** Business-to-business (B2B) is a transaction or business conducted between one business and another, such as a wholesaler and retailer.

2. **Business to consumer** B2C (Business to consumer) is a business model where products and services are sold directly to the consumer.

3**. Consumer to consumer** Consumer to consumer (C2C) is a business model in which third-party companies facilitate transactions for products or services between private consumers without a business participating on either end of the sale.

C2C business examples include Amazon, Alibaba, and the online sites of brick-and-mortar stores such as Target and Walmart.

4**. Government to business** G2B is a business model that refers to government providing services or information to business organization.

5. **Government to citizen** Government-to-Citizen is the communication link between a government and private individuals or residents.

6**. Business to Government** Business to government (B2G) is the sale and marketing of goods and services to federal, state, or local agencies

7**. Consumer to business** Consumer-to-business is a business model in which consumers create value and businesses consume that value.

Traditional ways of doing business.

Traditional businesses are typically stores, restaurants, services, and agencies that aren't going away anytime soon. They provide products or services that were relevant years ago and are still just as relevant today. One traditional business many people have found success with is starting a tutoring business.

Why online is preferred for Apparel Online shopping:

Online platforms provide us with so many facilities just by using a few buttons in our mobile that we get our goods sitting at home.

1. Online shopping saves us time and money.

2. We can easily use apps on our smartphone.

3. We can buy designer clothes.

4. We have unlimited choices.

5. We also get facilities like cash back and discounts by shopping online.

Businesses that is successful doing online business.

Nowadays people are giving priority to doing business online. It is also seen as a part time business. Those people who have less money and lack of space, they are making a lot of progress by doing online business and it does not require much experience. Even with little experience, he is doing his job very well and earning.

What is consumer behavior towards online shopping?

Online consumer behavior is the process of how consumers make decisions to purchase products in ecommerce. The behaviors themselves such as identifying a problem or deciding to make a purchase — are based on ever-evolving expectations and needs.

What is the mindset of a consumer while buying apparel online?

When a consumer wants to buy clothes online, he thinks that the clothes look good at a low price. Look branded and be durable. Consumers buy clothes online to make them look more attractive than others.

Challenges of online business-

1. Technology

2. Logistics

3. Marketing

4. Decision making process

Literature review:

Kotler and Armstrong (2007) stated that the characteristics of the buyers are important. These theories explain those ways. The ways in which a consumer gets excited by seeing an advertisement. And these advertisements influence the decision of the consumers and these decisions of the consumers are also influenced by their individual characteristics which are linked to the specific needs of the consumers.

prof. Ashish Bhatt (2014) in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that Online shopping is becoming very popular among the people especially youth. According to the study, the mode of payment depends on the income of the respondents. Cash on Delivery. People of different age groups do online shopping regularly. With the passage of time, consumer attitude towards online shopping is also changing. In a country like India, consumers are feeling very comfortable with online shopping, because websites are providing cash on delivery and home delivery.

Pooja Mordani (2008) conducted a study to examine consumers' attitudes towards Internet-based shopping and then did a search and that study involved an experiment. In this study respondents were asked to go through an online shopping process and were asked to relate their

experiences. The study found that a positive experience with a website plays an important role in building consumer confidence while shopping online and if the consumer trusts the website, he/she is more likely to buy goods from the same website where it is convenient. And he feels the pleasure while buying goods from that website.

Hoque, Ali and Mahfuz (2015):- Consumer attitudes toward
Online shopping usually been determined by 2 factors: one is
Trust, and another is perceived benefits (cash back and discounts) Therefore, trust and perceived benefits seem to be the critical conjectures of Consumer behavior toward online shopping.

Sheek Meeran, Ranjitham (2016) The study reveals that most of the shoppers on branded apparel are highly influenced by the factor such as durability, reference groups, a wider choice of color, design, attractiveness, price range and celebrity endorser. Most of the customer expects reduced price cash back, discounts and a wider range of color and design. Shop hours as per consumer's convenience, various offers are the factors. The retailers should keep this in mind in order to attract and retain their customers.

Deepali Saluja (2016) The study shows that consumer behavior for apparel is influenced by factors like monthly income, preferences, gender, and peer, acquaintance, close family friends, family members, celebrities influence.

Reham Abdelbaset Sanad (2016) Research studies concerned with factors affecting purchaser decision towards apparel and textile products shows that this factor includes different cultural, social, personal, psychological and environmental aspects one hand and on the other hand features related to market such as product characteristics, purchase channel price and promotion are reported. The study reveals that textile products visual and physical characteristics have a great impact on consumer buying decision. The study governing the relation between textile product attributes and consumer purchase decision is concerned with the preference of product attributes.

Objectives of this study:

1. To understand the perception of the consumer towards online shopping.
2. To ascertain the satisfaction level of apparel consumers with online purchase.
3. To study the mindset of the consumer while buying apparel online.
4. To study how their families, friends, peers, acquaintance influence the buying behavior of the consumer.
5. To study the reason why customers do not buy goods online.
6. To identify the limitation of consumer purchasing apparels online.

Hypotheses:

Research hypotheses will be as follows.

H01: There is no significant impact of perception of the consumer towards online shopping.
H11: There is significance impact of perception of the consumer towards online shopping.
H02: There is no significant difference in the satisfaction level of apparel consumer with online purchase.
H12: There is significant difference in the satisfaction level of apparel consumer with online purchase.
H03: There is no significant impact of psychological attributes on online apparel buying behavior.
H13: There is significant impact of psychological attributes on online apparel buying behavior.
H04: There is no significant influence of friends, peers, acquaintance on online apparel buying behavior.
H14: There is significant influence of friends, peers, acquaintance on online apparel buying behavior.
H05: There is no significant factor that deters customers from shopping online.
H15: There is significant factor that deters customers from shopping online.

Research Methodology:

Research methodology:
We will consider primary and secondary data both. This includes data collection, sample selection, type and contents of the questionnaire, processing of data and finally interpretation of the data. The study embraces both Qualitative and Quantitative research approaches.

Data sample: in this research work, data will be collected through the structured questionnaire.
Also data will be collecting in descriptive form.

Size and design of sample:
The study will be conducted in Delhi-NCR. The sampling is based on stratified Random sampling. The sample units will be taken on working youth in selected places of NCR. (Delhi, Greater Noida, guru gram)

Sample Size:
Delhi: 150
Greater Noida: 201
Guru gram: 425
Other: 200

Data collection:
In this research survey, data will be collected from two methods. First, primary data and secondary data.
The information regarding these data is described below:

Primary data: it will be collected through questionnaire.

Descriptive study: The present study is Descriptive study, there are two independent variables:
1. Shopping orientation
2. Social influence informs of peer, acquaintance, family, close friends influence on buying behavior.
In this study, internet shopping orientation has been considered as dependent variable in the study.

Secondary data: secondary data is very important for research. It will be collected from various sources through internet, websites, journals, published and unpublished reports, e- libraries, books, newspaper.

Data Analysis:
For the Quantitative Analysis of the research study, primary sources will be used to collect the required data. Descriptive method will be used to understand the perception of different consumers.
A structured questionnaire will be used for collecting the data.

The data collected with the help of the questionnaire will be analyzed with the help of the statistical package SPSS 22.
Whereas, sources like journals, newspapers, books, and websites, will be used to collect the secondary data

Conclusion and limitations of your study:

Conclusion:
E-Commerce business is growing at a very fast speed and the estimated future seems to be more and more satisfactory for online business.
the survey revealed that consumers shop online to save time and for available varieties of product and services both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike in ability to touch and feel the product most.

Some **limitations** may be faced while conducting this study:

1. This study will be limited to specific places of Delhi- NCR. Future studies may be conducted in different regions.
2. Limited time constraints may be a subject of issue.
3. This study is reflecting the impact of online shopping.

Further studies can be done towards the profitability of online stores.

4. This study will not highlight the impact of pricing policies of Garment industries.
5. Further studies may be done on the impact of direct association between clothing professionals and producers on sale of apparel.
6. The restriction of the research only to major cities is another important limitation of the study.

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